

# EUROPE: UNITED KINGDOM

---

## **1. What is currently making news in your country when it comes to wellness or wellbeing?**

This year mindfulness has become an important topic of conversation in the UK with many new practitioners and classes emerging. This movement has helped highlight the importance of taking time out to enjoy simple pleasures, which includes feeling less guilty about spending time going to a spa and having stress relieving treatments.

## **2. Please provide one sentence that describes what you think are important developments in your country for each of the following:**

**Spas:** Spas are becoming more accessible and catering to a wider audience.

**Wellness Tourism:** More targeted to specific concerns rather than overall wellness. New wellness retreats are opening.

**Wellness Living Communities/Real Estate:** Hasn't really made a mark in the UK yet.

**Beauty:** Organic beauty is fast becoming as effective as cosmeceutical lines. The consumer is much savvier with regards to what ingredients are contained in their products; and the origin of these ingredients.

**Fitness:** Shorter workouts or HIIT training for example, are now considered beneficial to your health.

**Nutrition:** The introduction of raw food menus into many spas; juicing is very much on the rise in the UK.

## **3. How would you describe the state of workplace wellness in your country?**

Awareness is steadily growing but as a nation continue to work long hours and with the growth of technology, it's increasingly difficult to switch off out of hours. It seems that many companies provide wellness facilities in the form of group fitness, social experiences but the expectation to work long and hard is still there.

VOYA will be moving into new workplace facilities in 2016 to support the ongoing growth of the brand. We have launched a staff questionnaire asking individual team members what would improve their working environment, and this feedback is to be considered before the interior design and ergonomics is fully finalised. It was important VOYA as a company to listen to individuals and use this feedback in a structural way, as feeling well means something different to all of us.

#### **4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?**

More companies are investing, upgrading or adding to spa/wellness facilities. The concept of wellness is only just emerging in the UK market. Awareness of the benefits of wellbeing are on the increase and I believe we will see more investment in 2016.

#### **5. Whose responsibility is it to create a well world?**

It's my responsibility. We all need to spend more time looking after our own wellbeing and looking at what we can do to increase the wellbeing of others. Imagine the difference in the world if we all spent 30mins every day on wellbeing? The possibilities are endless.

VOYA will be launching 2 new treatments in 2016 with wellbeing at the heart of both of them. Each treatment will have a taster version which will be perfect for lunch time stress busing breaks.

#### **SUBMITTED BY:**

Name: Emma Roberts  
Title: Head of Sales and Business Development  
Company: VOYA  
Email: [eroberts@voya.ie](mailto:eroberts@voya.ie)  
Phone Number: (+44) 7539 788977

